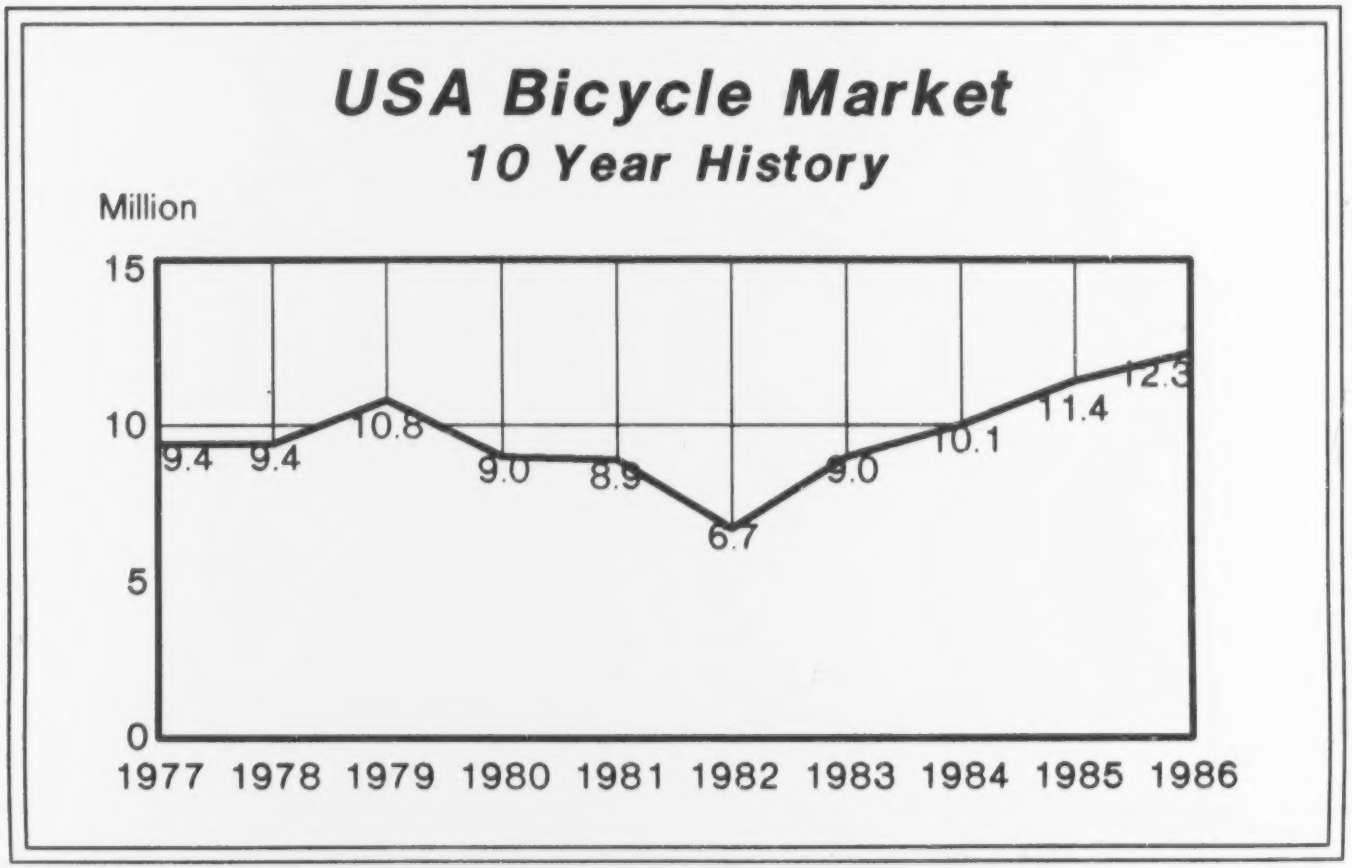
A3470-1V 7/87

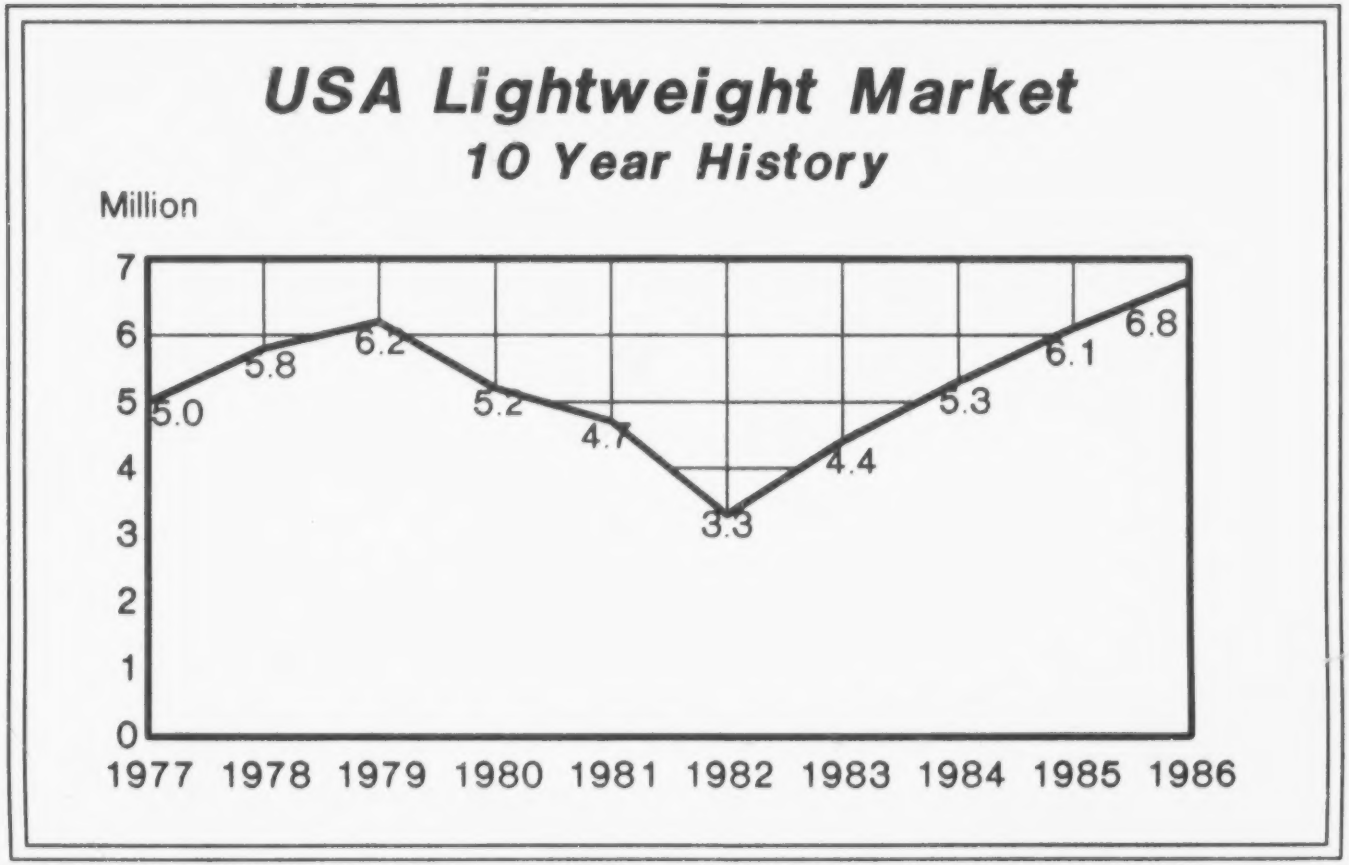
The 1986 Bicycle Market in Review

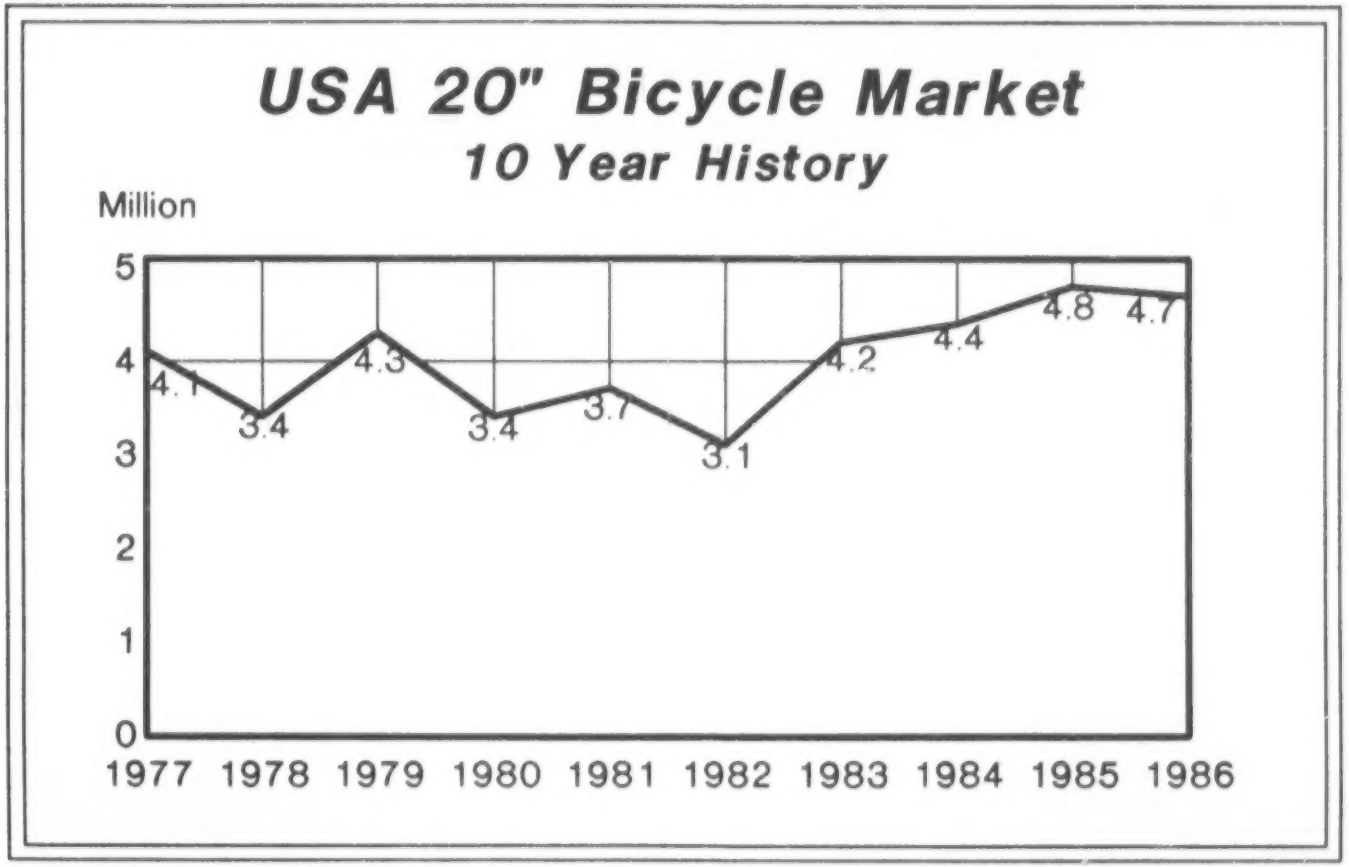
BMA

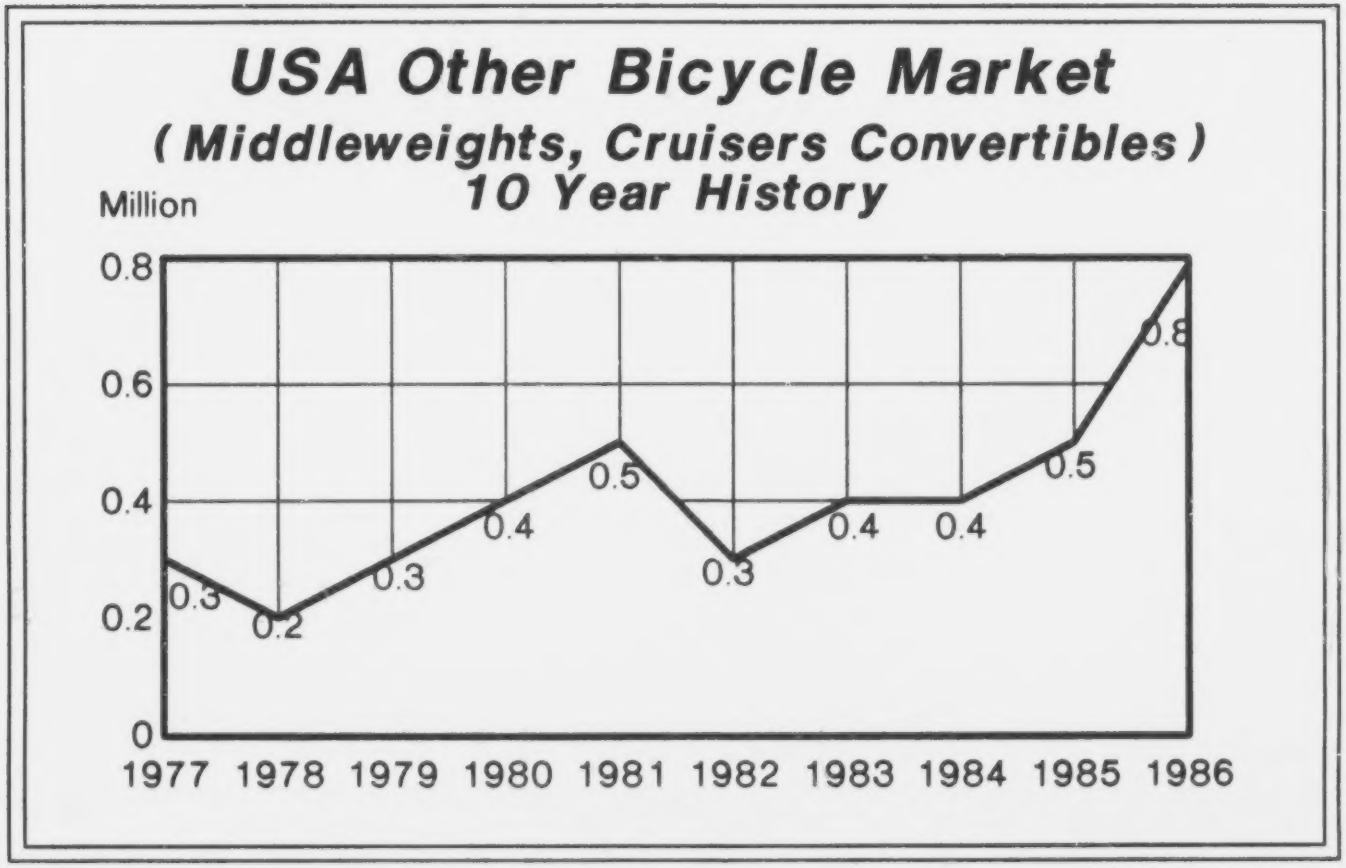
Total USA Bicycle Market
Imported Bicycles
Domestic Produced Bicycles
Summary

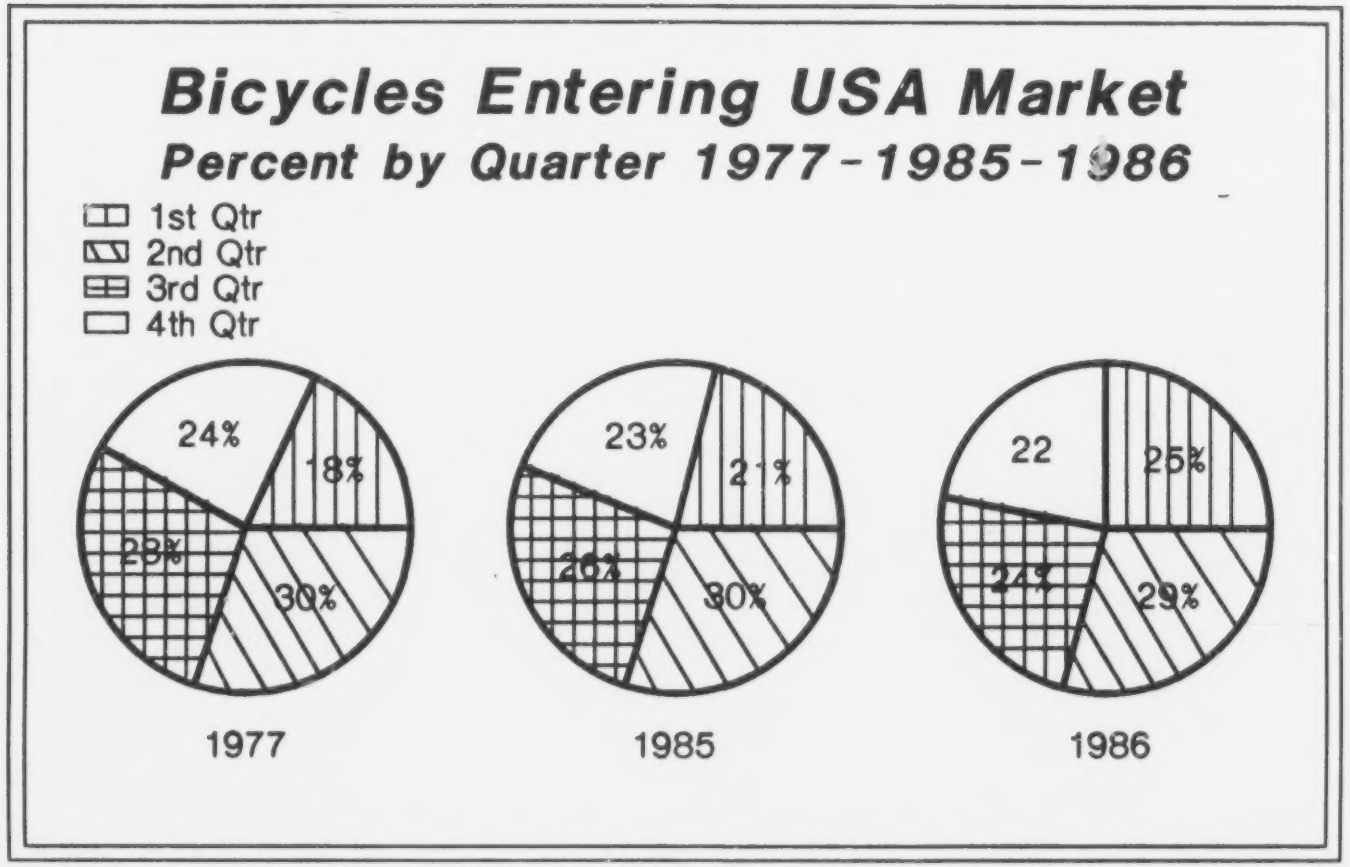
Total USA Bicycle Market

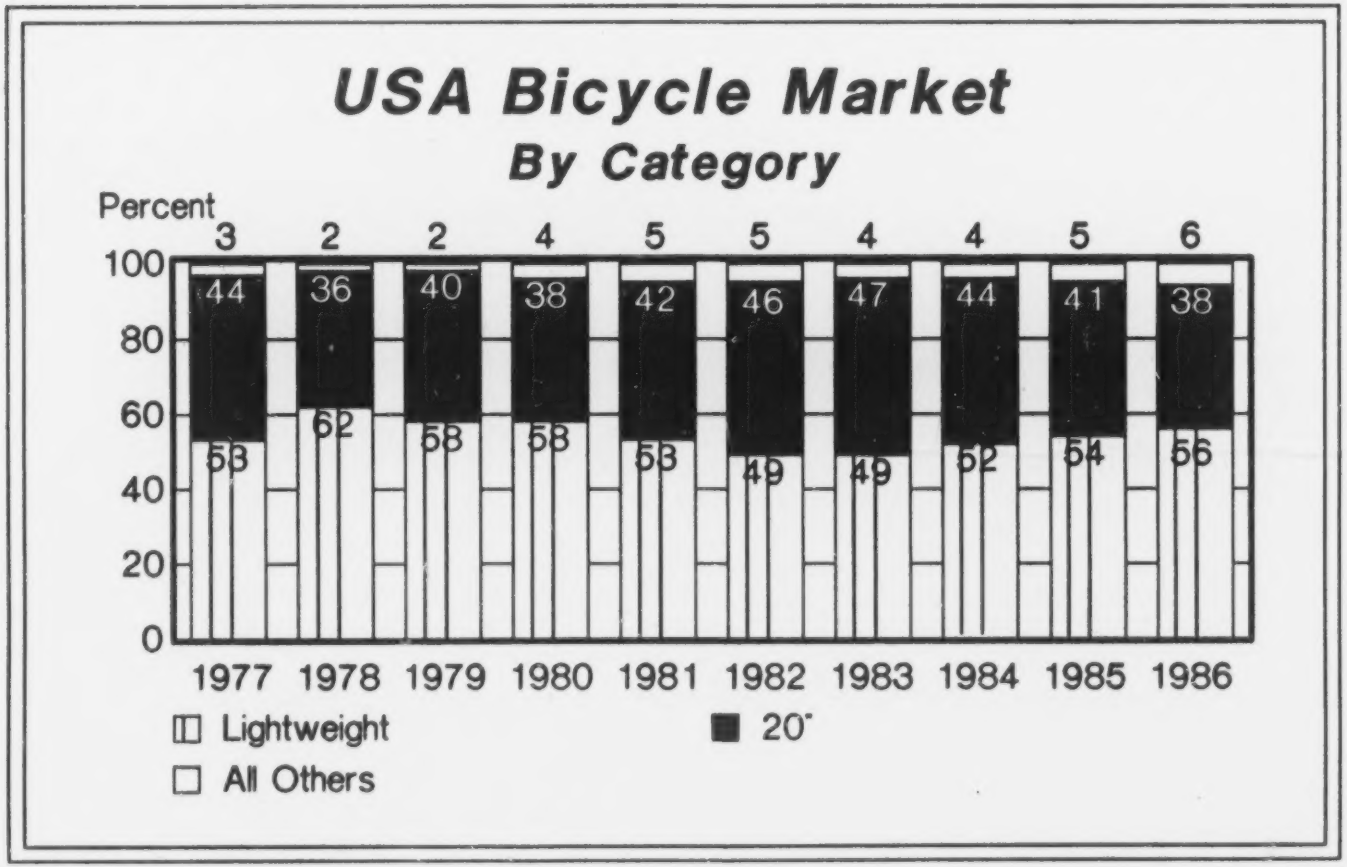

USA Bicycle Market
10 Year History
Million
15
10
5
0
9.4
9.4
10.8
9.0
8.9
6.7
9.0
10.1
11.4
12.3
1977
1978
1979
1980
1981
1982
1983
1984
1985
1986


USA Lightweight Market
10 Year History
Million
7
6
5
4
3
2
1
0
5.0
5.8
6.2
5.2
4.7
3.3
4.4
5.3
6.1
6.8
1977 1978 1979 1980 1981 1982 1983 1984 1985 1986

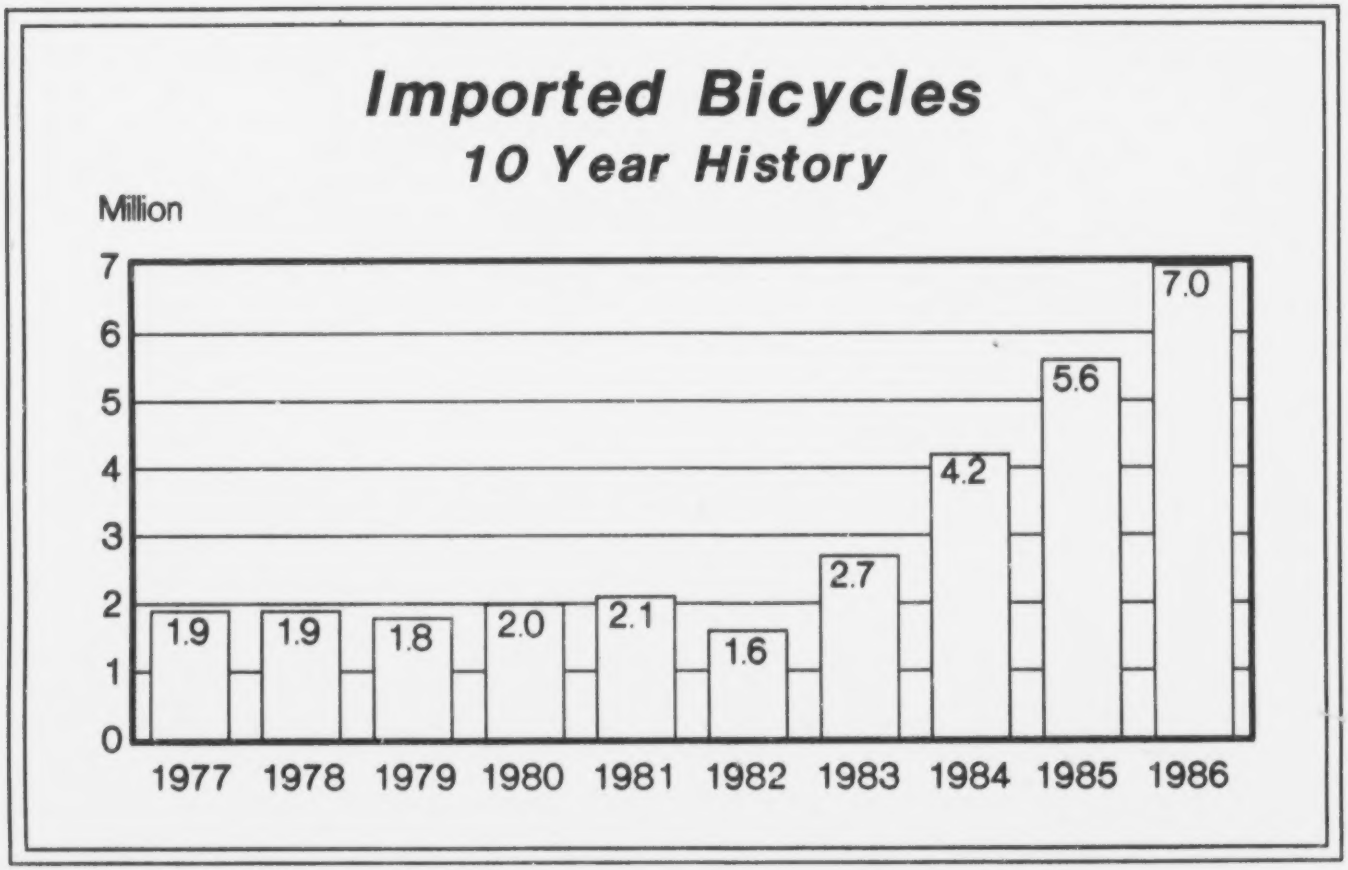

USA 20" Bicycle Market
10 Year History
Million
5
4
3
2
1
0
4.1
3.4
4.3
3.4
3.7
3.1
4.2
4.4
4.8
4.7
1977
1978
1979
1980
1981
1982
1983
1984
1985
1986

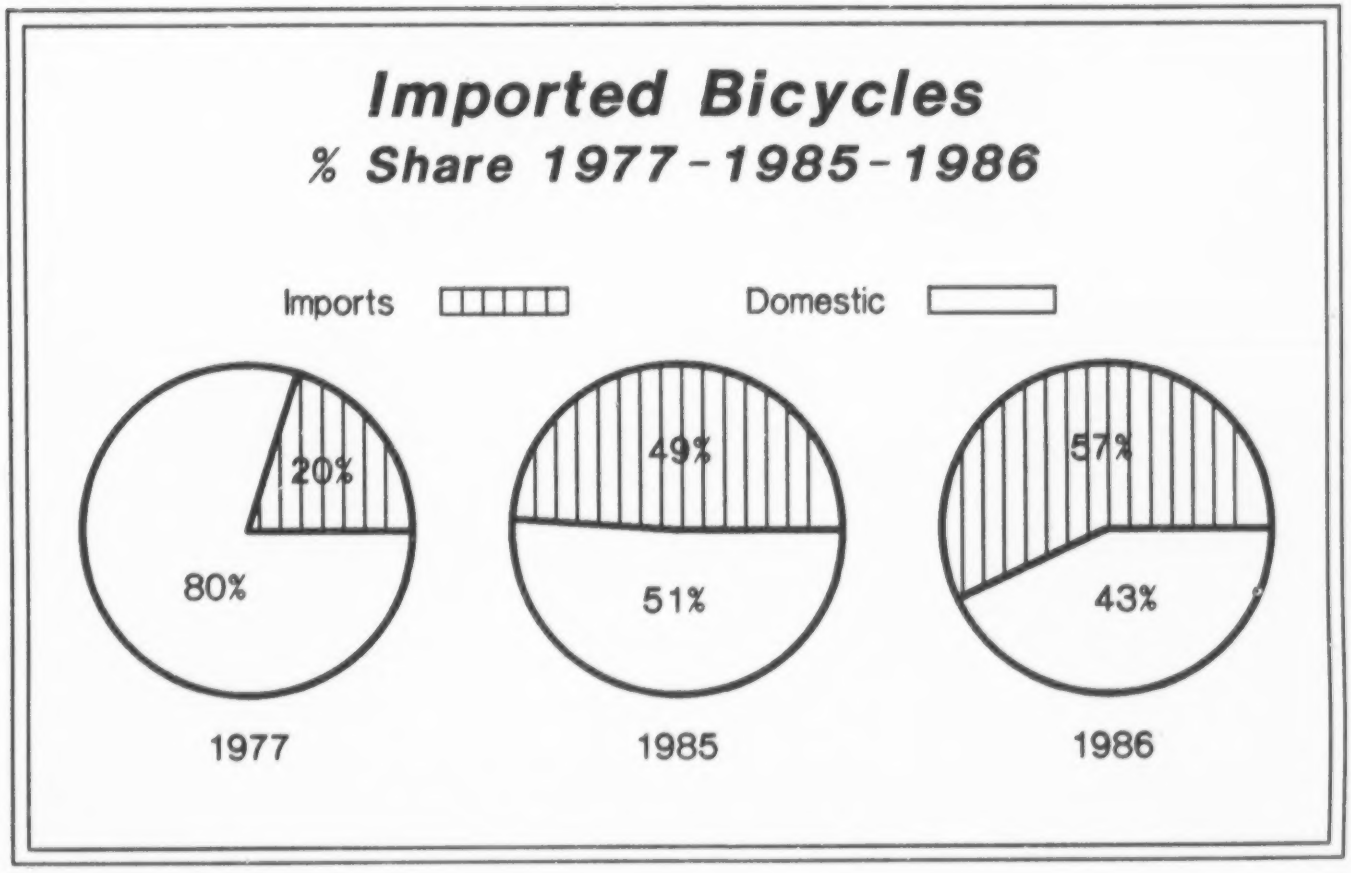

USA Other Bicycle Market
(Middleweights, Cruisers Convertibles)
10 Year History
Million
0.8
0.6
0.4
0.2
0
0.3
0.2
0.3
0.4
0.5
0.3
0.4
0.4
0.5
0.8
1977 1978 1979 1980 1981 1982 1983 1984 1985 1986


Bicycles Entering USA Market
Percent by Quarter 1977-1985-1986
1st Qtr
2nd Qtr
3rd Qtr
4th Qtr
24%
18%
28%
30%
1977
23%
21%
26%
30%
1985
22
25%
24%
29%
1986


USA Bicycle Market
By Category
Percent
100
80
60
40
20
0
3 2 2 4 5 5 4 4 5 6
44 36 40 38 42 46 47 44 41 38
53 62 58 58 53 49 49 52 54 56
1977 1978 1979 1980 1981 1982 1983 1984 1985 1986
Lightweight
All Others
20"

Imported Bicycles

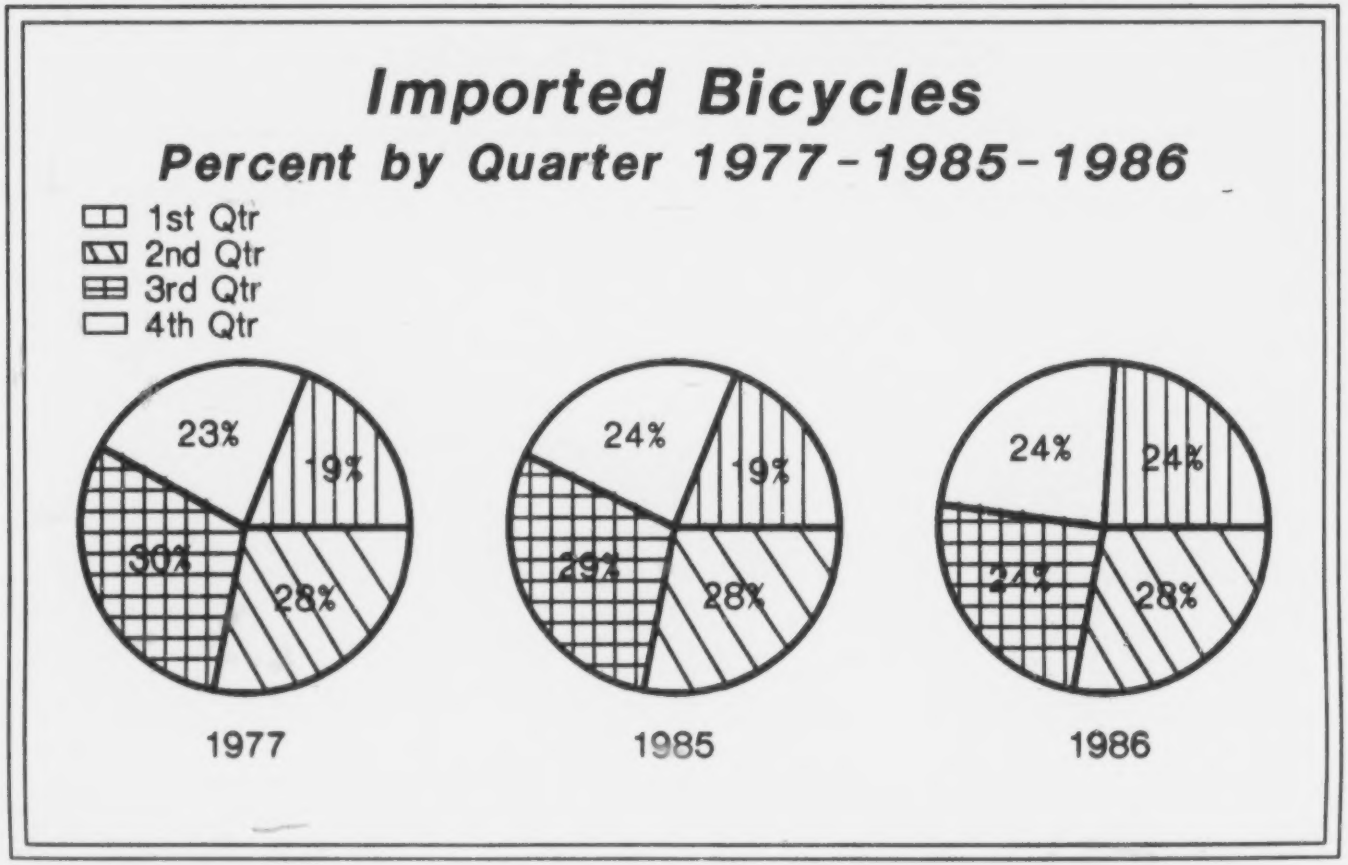

Imported Bicycles
10 Year History
Million
7
6
5
4
3
2
1
0
1.9
1.9
1.8
2.0
2.1
1.6
2.7
4.2
5.6
7.0
1977
1978
1979
1980
1981
1982
1983
1984
1985
1986

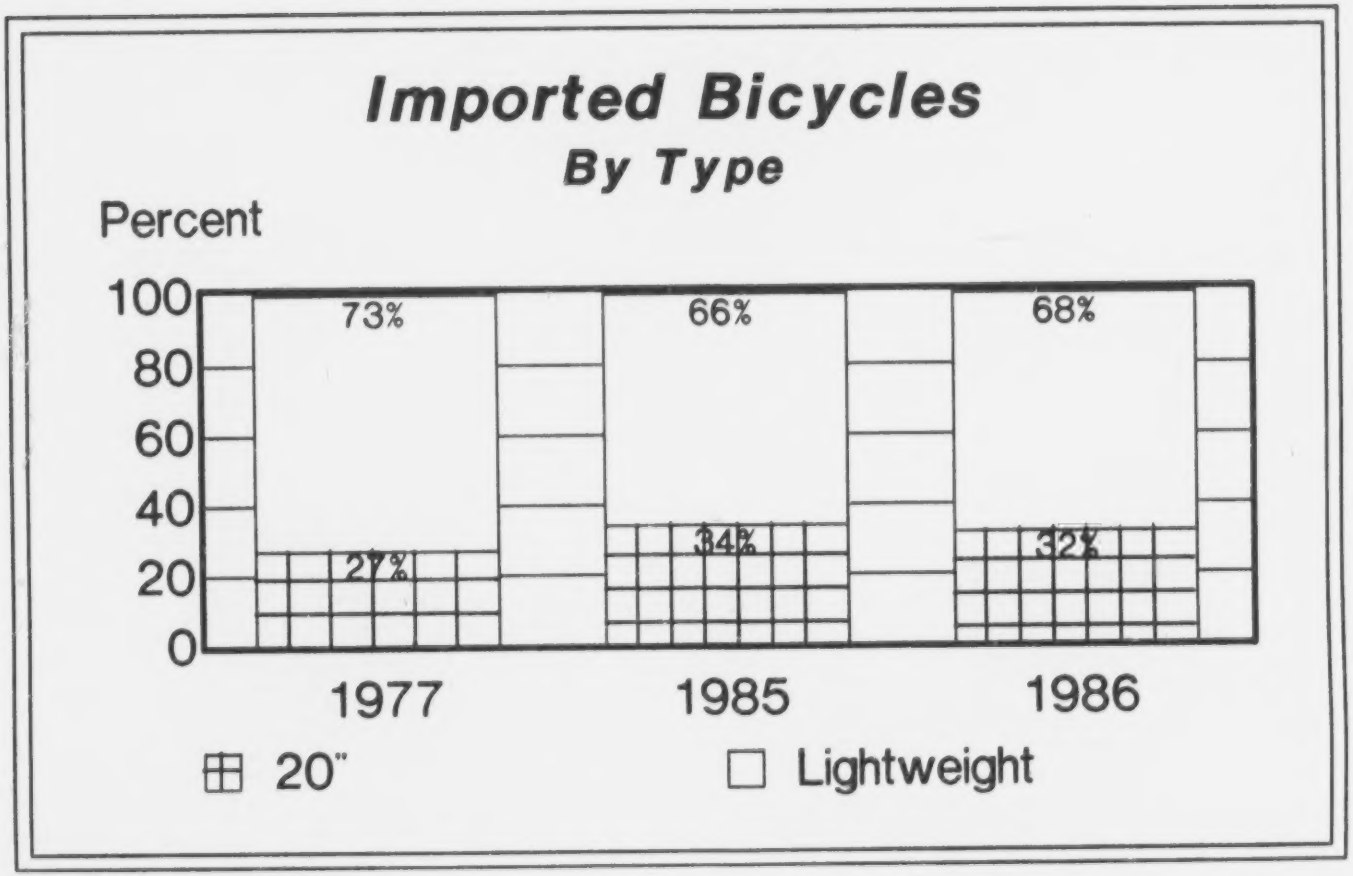

Imported Bicycles
% Share 1977-1985-1986
Imports
Domestic
20%
80%
49%
51%
57%
43%
1977
1985
1986

Imported Bicycles

Percent by Country of Origin

Country of Origin	1977	1985	1986
Taiwan	34.9	79.3	83.4
Japan	33.6	10.9	7.5
Korea	12.6	6.2	7.6
France	5.2	1.9	.7
All Others	13.7	1.7	.8
Total	100%	100%	100%


Imported Bicycles
Percent by Quarter 1977-1985-1986
1st Qtr
2nd Qtr
3rd Qtr
4th Qtr
23%
19%
30%
28%
1977
24%
19%
29%
28%
1985
24%
24%
24%
28%
1986


Imported Bicycles
By Type
Percent
100
80
60
40
20
0
73%
27%
66%
34%
68%
32%
1977
1985
1986
20"
Lightweight

Imported Bicycles

1985-1986 Monthly Comparison (000)

Year	1985	1986	%Chg
Jan	310*	432*	39
Feb	286	515	80
Mar	496	699*	41
Apr	464	693*	49
May	507	652*	29
Jun	597	642*	8
Jul	467*	639*	37
Aug	522*	487*	(7)
Sep	618*	584*	(5)
Oct	485	453	(7)
Nov	467*	788*	69
Dec	393*	424*	8
Total	5612	7008	25%

*Represents Months Imports Exceeded Domestic Shipments

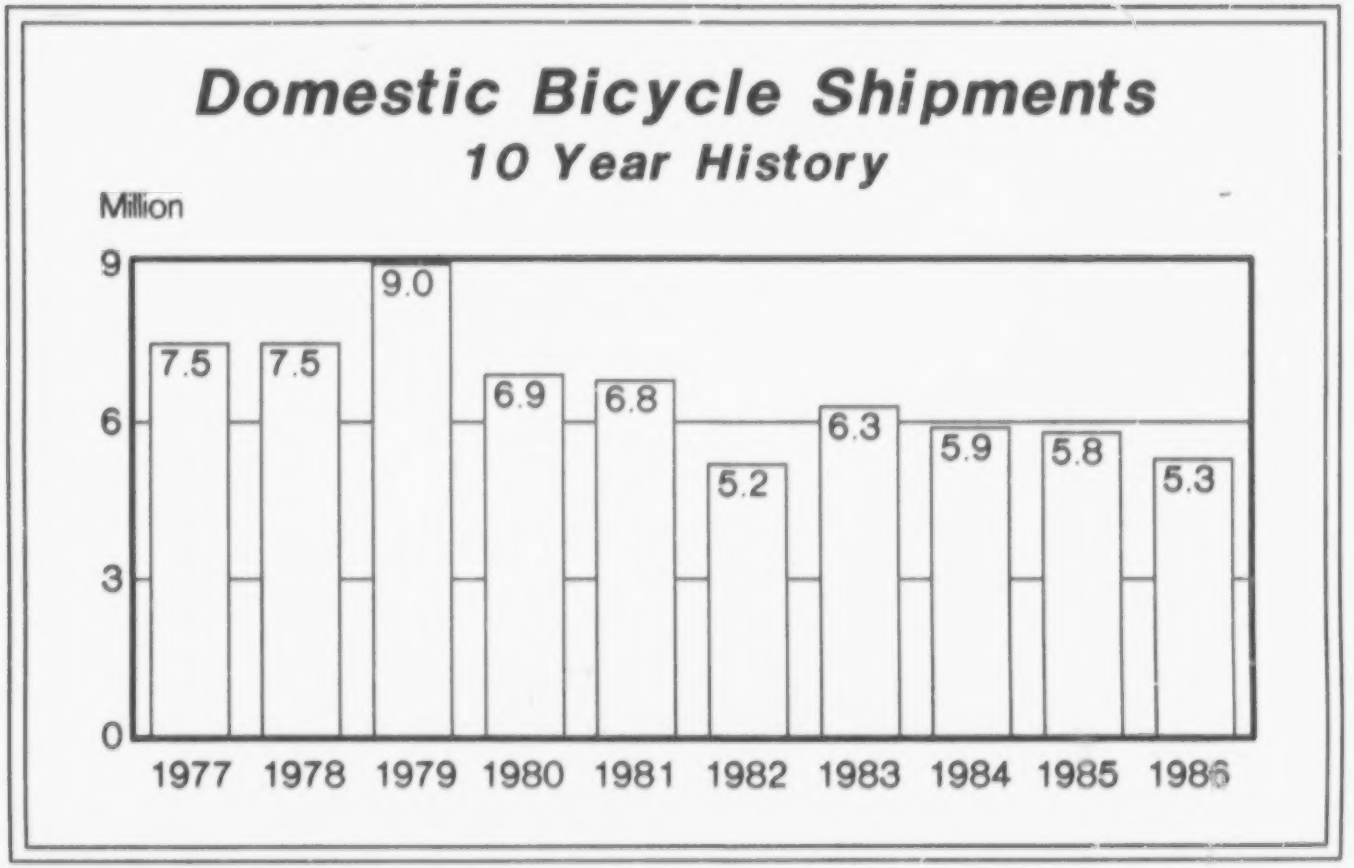
Average Dollar Value Per Unit of Lightweight Bicycle Imports

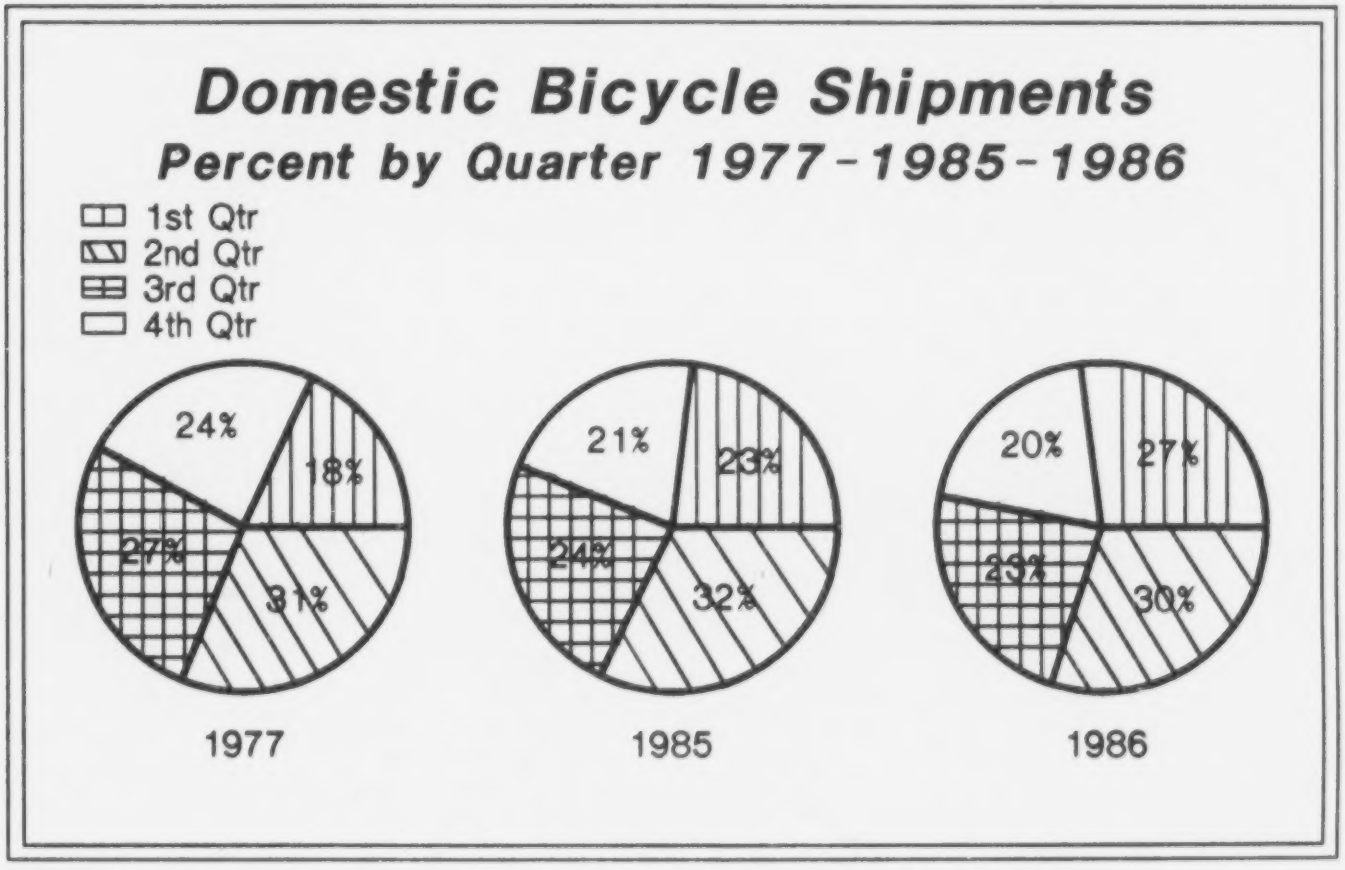
Country	Unit Price	1981	1982	1983	1984	1985	1986
	High	74.11	76.90	66.06	65.71	60.67	69.96
Taiwan	Average	69.28	65.77	59.82	58.91	55.37	56.90
	Low	63.70	54.29	53.99	40.96	50.31	39.21
	High	138.81	137.72	123.77	141.15	124.15	191.96
Japan	Average	124.26	117.73	114.84	124.50	109.88	143.76
	Low	117.41	89.14	97.73	96.83	62.38	66.11
	High	68.50	81.73	56.65	80.56	60.82	51.39
Korea	Average	62.02	58.39	54.47	56.11	50.74	45.47
	Low	51.34	36.19	48.86	40.09	44.43	39.02
	High	108.75	106.43	87.00	84.91	77.34	75.31
Total	Average	90.56	87.72	78.23	75.22	67.46	67.11
	Low	15.43	69.75	66.42	46.62	52.16	40.33

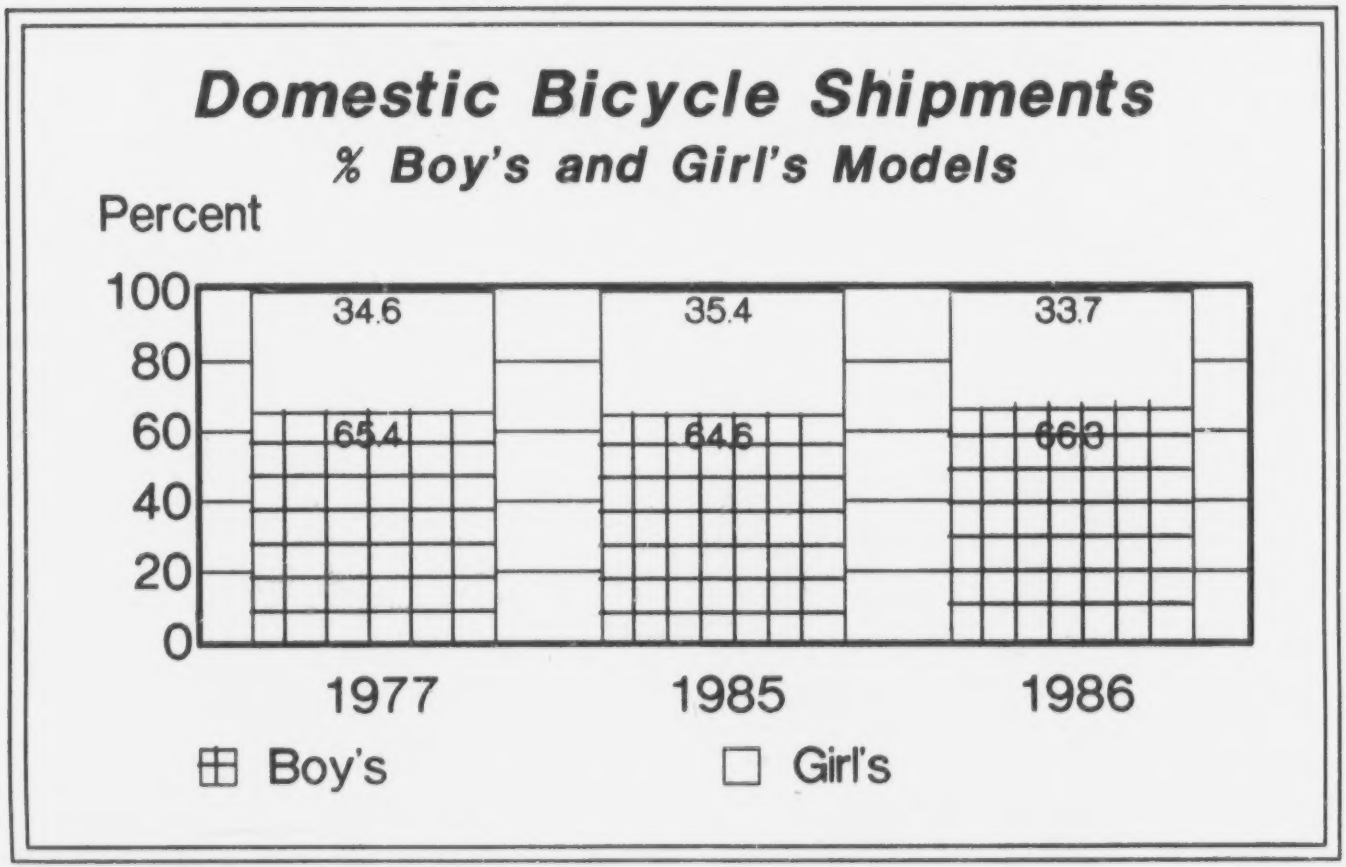
Average Dollar Value Per Unit of 20" Bicycle Imports

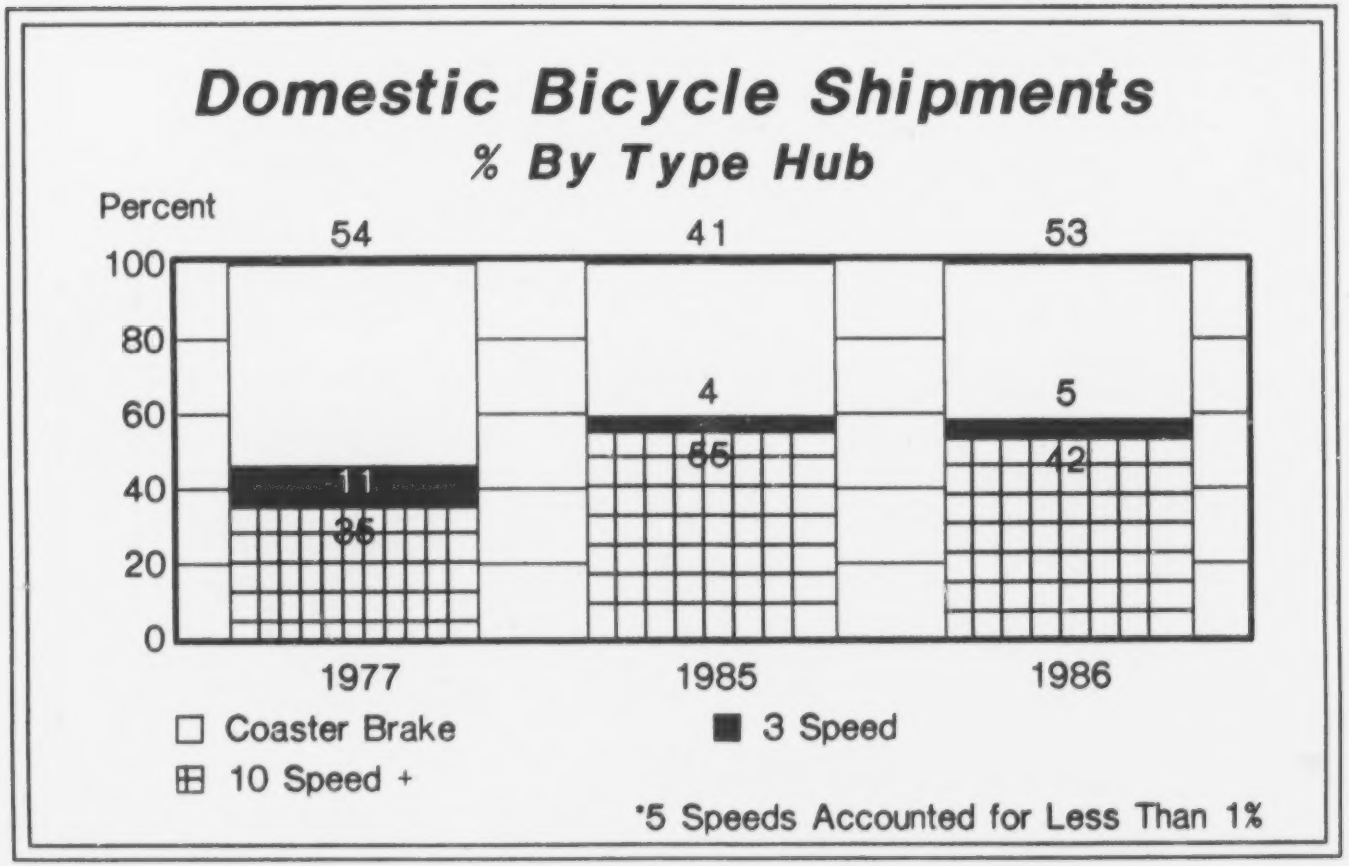
Country	Unit Price	1981	1982	1983	1984	1985	1986
	High	61.84	59.87	60.30	55.81	44.64	44.30
Taiwan	Average	53.01	51.88	51.69	46.25	41.52	42.15
	Low	46.52	46.09	49.04	38.57	38.18	39.75
	High	143.27	138.34	115.11	138.33	112.16	173.51
Japan	Average	109.04	94.46	104.82	105.07	95.60	118.86
	Low	84.30	62.32	87.14	59.94	85.31	66.07
	High	59.42	72.02	51.43	60.78	55.00	44.62
Korea	Average	47.95	51.17	35.99	45.43	43.42	40.23
	Low	38.50	40.00	9.87	35.49	39.22	36.99
	High	60.50	62.51	65.50	62.22	45.16	45.89
Total	Average	52.85	54.21	50.82	47.56	42.78	43.05
	Low	49.40	48.18	32.57	40.01	39.53	40.65

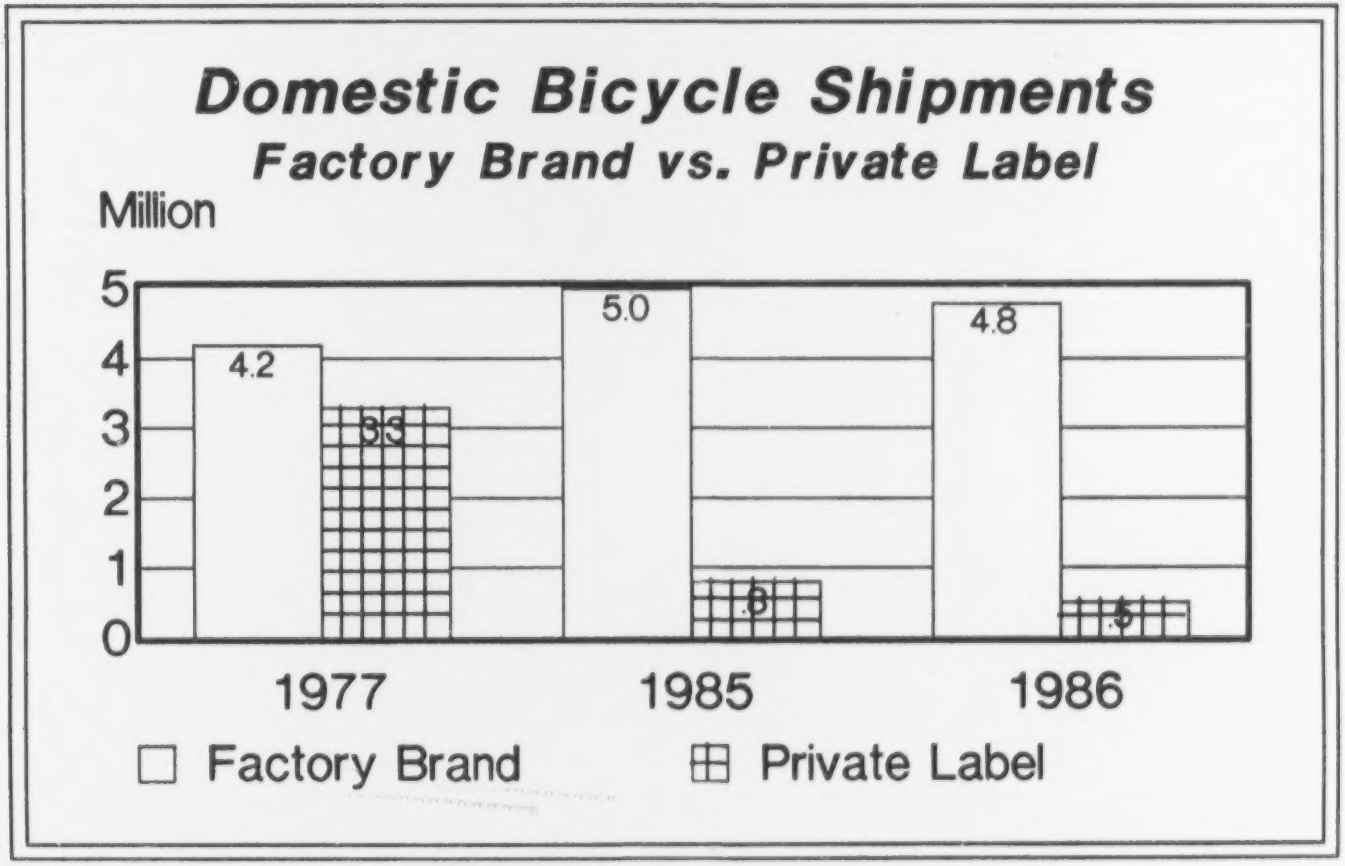
Domestic Produced Bicycles

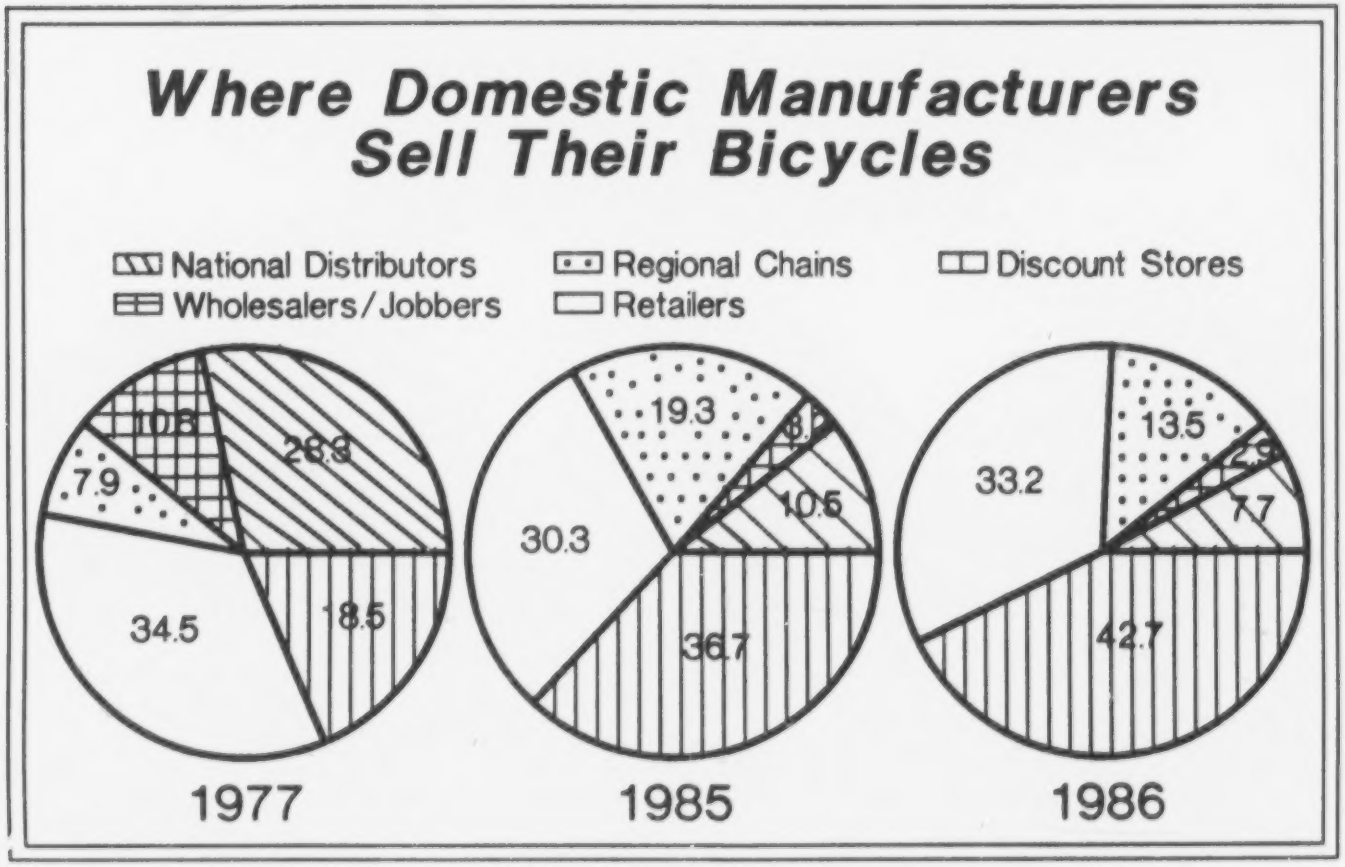

Domestic Bicycle Shipments
10 Year History
Million
9
6
3
0
7.5
7.5
9.0
6.9
6.8
5.2
6.3
5.9
5.8
5.3
1977
1978
1979
1980
1981
1982
1983
1984
1985
1986


Domestic Bicycle Shipments
Percent by Quarter 1977-1985-1986
1st Qtr
2nd Qtr
3rd Qtr
4th Qtr
24%
18%
27%
31%
1977
21%
23%
24%
32%
1985
20%
27%
23%
30%
1986


Domestic Bicycle Shipments
% Boy's and Girl's Models
Percent
100
80
60
40
20
0
34.6
35.4
33.7
65.4
64.5
66.3
1977
1985
1986
Boy's
Girl's


Domestic Bicycle Shipments
% By Type Hub
Percent
100
80
60
40
20
0
54
41
53
11
35
4
55
5
42
1977
1985
1986
Coaster Brake
3 Speed
10 Speed +
*5 Speeds Accounted for Less Than 1%


Domestic Bicycle Shipments
Factory Brand vs. Private Label
Million
5
4
3
2
1
0
4.2
3.3
5.0
.6
4.8
.4
1977
1985
1986
Factory Brand
Private Label


Where Domestic Manufacturers Sell Their Bicycles
National Distributors
Wholesalers/Jobbers
Regional Chains
Retailers
Discount Stores
10.8
28.3
7.9
34.5
18.5
1977
19.3
30.3
10.5
36.7
1985
33.2
13.5
7.7
42.7
1986

Summary Highlights

- 12,300,000 Bicycles Entered USA Market During 1986 – Best in Last 10 Years – Best Since 1974.
- Domestic Shipments Were 5,300,000 – Lowest in the Last 10 Years Except 1982.
- Imports of 7,000,000 Broke the all Time Record of 5,612,000 Bicycles Imported in 1985.
- Imports Represented 57% of the USA Bicycle Market in 1986 Compared to 49% in 1985 and 20% 10 Years Ago.

Summary Highlights

- Imports Exceeded Domestic Shipments 10 of the Last 12 Months and 16 of the Last 24 Months.
- Over 8 out of 10 Imported Bicycles Originated in Taiwan.
- Average Prices of Imports From Taiwan and Japan Increased Slightly in 1986 After 4 Consecutive Years of Decreases. Korean Average Prices Have Decreased the Last Two Years.
- The USA Bicycle Market has had a 16½% Compounded Growth Rate During the Last Four Years and 1987 Should be Another Strong Year.